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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

AUG 16 9 17 AM '90

In the Matter of the Application of)
STARSYS, INC.)
For Authority to Construct a Low)
Earth Orbit Communications Satellite)
System to be Stationed in Inclined)
Non-Geostationary Orbit)

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File No. 33-DSS-P-90(24)
AUG 20 1990
Domestic Facilities Division
Satellite Radio Branch

To: The Commission

COMMENTS OF ENGLISH AUTOMOTIVE, LTD.
DEARBORN, MI 48126

I am an automotive consultant that has worked with a number of companies in the automotive manufacturing area in Detroit. I have an extensive Engineering background, and was employed by General Motors for 15 years in a variety of Engineering and field related jobs. I also have two additional degrees in Marketing. My speciality is in assisting new companies break into the automotive O.E.M. market. I am a member of the Society of Automotive Engineers (SAE), and sit on the SAE Maintenance Committee. The SAE Maintenance Committee is the administrating arm that interfaces with public automotive projects. I have been in my own business for 8 years, and have worked daily in the automotive area for the past 23 years.

I am very familiar with the current auto safety systems concerning anti-theft, having helped design two programs for General Motors in this area -- the Goodwrench Vehicle Protection Program, and the Goodwrench Vehicle Identification System. I was instrumental in establishing the General Motors sales force for the current anti-theft system, and was recently contacted by T.R.W. for consultation on their keyless entry alarm system. I consider myself a qualified automotive consultant, versed in auto-theft area, and I have reviewed the STARSYS program thoroughly.

My relationship with STARSYS started when the Fench Trade Commission contacted me and asked me to review the program. I have had two conversations with STARSYS. After reviewing their information, I have told STARSYS that I would like to get involved in the marketing of this product to the U.S. automotive industry.

I would like to direct my comments on the automotive application of the STARSYS program, and its in pact on the automotive public.

There have been other companies attempting something like STARSYS in the past in the anit-theft application, but nothing so complete as STARSYS. LoJack is a local auto recovery devise that has limited range and high per application cost. Average per application

cost being about \$700. It was used in the Boston area because it is one city with one of the highest theft rates in the U.S. It was successful in Boston because it can only work in a small geographical area.

STARSYS is low cost, and has an unlimited range of recovery for stolen cars or parts. Most stolen cars are cut up and the parts shipped to various locations across the U.S. to avoid detection. If STARSYS was integrated into the auto design at the time of manufacturing, the vehicle or the location of stolen parts could be determined by the police. The STARSYS can be added into the automotive on-board-computer. This would make the unit virtually undetectible by thieves.

STARSYS as an automotive add-on or aftermarket item would be greatly received by the American public. The theft of performance cars, R.V.s, and luxury cars is a major problem. This theft problem could be greatly reduced by using the STARSYS program. The cost of other aftermarket add-on auto theft systems are expensive, and for the most part, more for the car owner's piece of mind than an actual auto theft deterrent system. The STARSYS would solve one of the biggest problems of auto theft -- recovery of the stolen vehicle.

Alarm systems, siren systems, are other similar anti-theft systems are designed to deter the juvenile or non-professional car thief by scaring them away. They are not designed to find or recover the vehicle after being stolen. The STARSYS, on the other hand, is designed to recover the vehicle, and in many cases, also allow the thief to be apprehended. Recovery of a stolen vehicle is very important for the public interest personally, and financially.

The impact STARSYS would have on the insurance industry would be incredible. Insurance companies are currently offering a small discount for people with siren alarms. They also offer another discount if you have your vehicle identification number etched on the glass. STARSYS would be in the public and business interest by lowering the insurance rate for all people having the system installed in their vehicle -- lower insurance rates, and lower insurance risks.

General Motors is working on a traffic avoidance system, and a vehicle anti-theft program using a type of technology similar to STARSYS. The General Motors system, however, is 10 - 20 years away due to the fact that the General Motors system would not have a cost that would be advantageous to the American consumer. STARSYS already has the right technology, and would be offering it at a \$75 cost per unit. This is a much lower cost alternative to other, more expensive

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systems of the future, at a price in the interest of the buying public.

There are other advantages in the U.S. automotive community with STARSYS -- vehicle emission monitoring, check engine light monitoring, etc. These and other features would prove very beneficial to the automotive public.

I support the application of STARSYS, and I hope that the FCC does also. I believe STARSYS would be a money saver, and life saver to many people in the U.S. automotive community.

Respectfully submitted,
ENGLISH AUTOMOTIVE, LTD.

By: _____

J.K. English

Date: August 10, 1990